



WOMEN OF WINTER

POWERING PARTICIPATION, LEADERSHIP & INDUSTRY SUSTAINABILITY

Rebecca Clark – Snow Australia Community Engagement Manager



Australian Government
Australian Sports Commission



PEOPLE SUPPORTING WOMEN IN SNOWSPORTS



“Harnessing the full potential of women and girls in sport will create positive social and economic change, with benefits for individuals, communities, sports organisations and the broader sports industry”

(Australian Sports Commission - Women and Girls in Sport – A Gender Inclusion Strategy).

WOMEN OF WINTER

PURPOSE

To Champion, Advocate For and Empower Women to Thrive in Snowsports.

VISION

Driving long-term, systemic change that increases participation, strengthens career pathways, and creates inclusive, equitable environments across sport, community and industry.

MISSION

To achieve genuine equity across the Snowsports industry, fostering an inclusive environment where all participants have equal opportunity, representation, and support.

WOMEN OF WINTER ACTION PLAN

- **Action Plan – 2025 to 2032**
- **Women of Winter Working Group**

Action Plan Key Pillars:

- Building skills, confidence, leadership and pathways for snow women
- Creating inclusive, welcoming and supportive environments
- Improving visibility, storytelling, awareness and understanding of pathways and opportunities for snow women



RECOGNISING PROGRESS

- Important to stop, acknowledge & celebrate how far we have come
- More visible & inclusive
- Progress matters – provides strong foundation
- Building on momentum, challenges us to what is next....

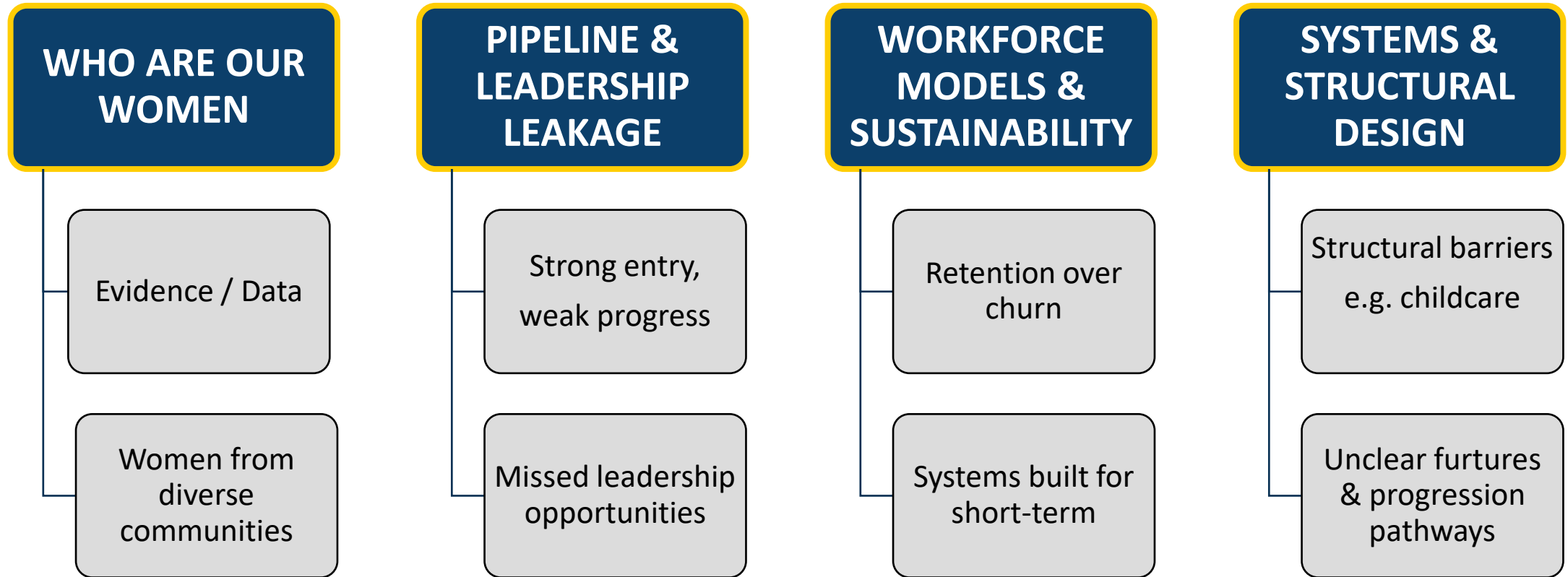


WHY WOMEN MATTER

- Experience brings value & capability
- Industry is more resilient
- Strengthen decision-making
- Improve workplace culture & trust
- All deliver economic and social benefits
 - Drives innovation
 - Improves organisation performance



KEY BARRIERS TO PROGRESSION AND RETENTION



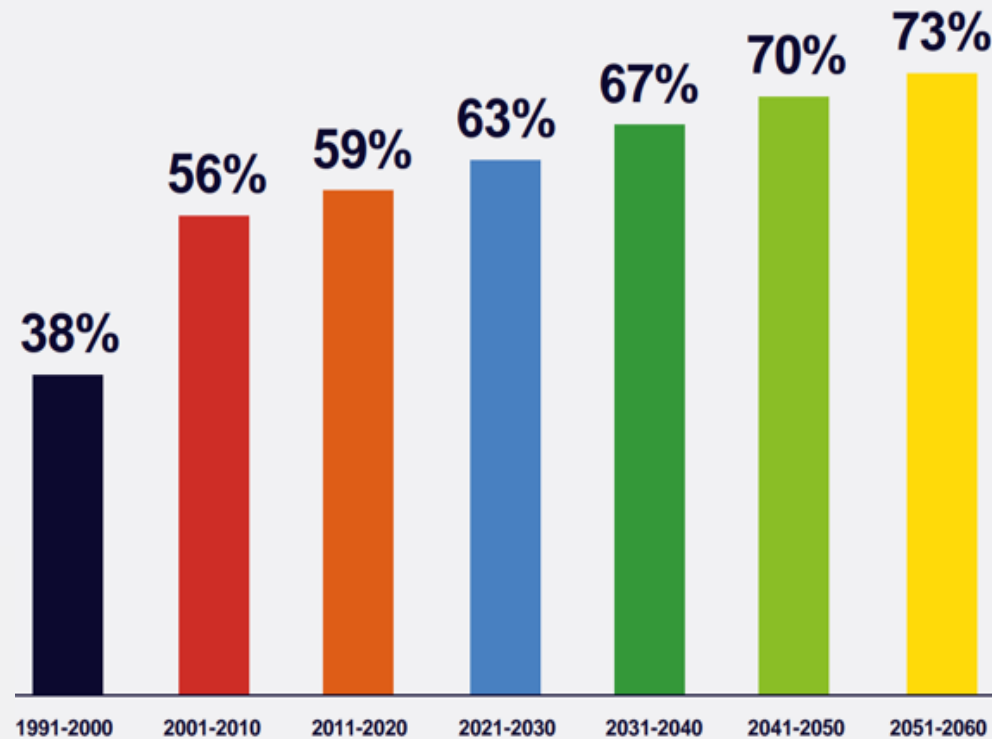
DIVERSE COMMUNITIES

Around 2030, **two-thirds** of Australia's population growth will come from overseas migration.

By 2060, **three-quarters** of Australia's population growth could come from overseas migration.

“Australia's large ethnically diverse population is going to grow at **an accelerated pace.**”

Source: ABS Census 2021 and Australian Federal Government's 2021 Intergenerational Report - Australia over the next 40 years (June 2021)



Percentage of Australia's population increase due to overseas migration

WOMEN WITH DISABILITIES



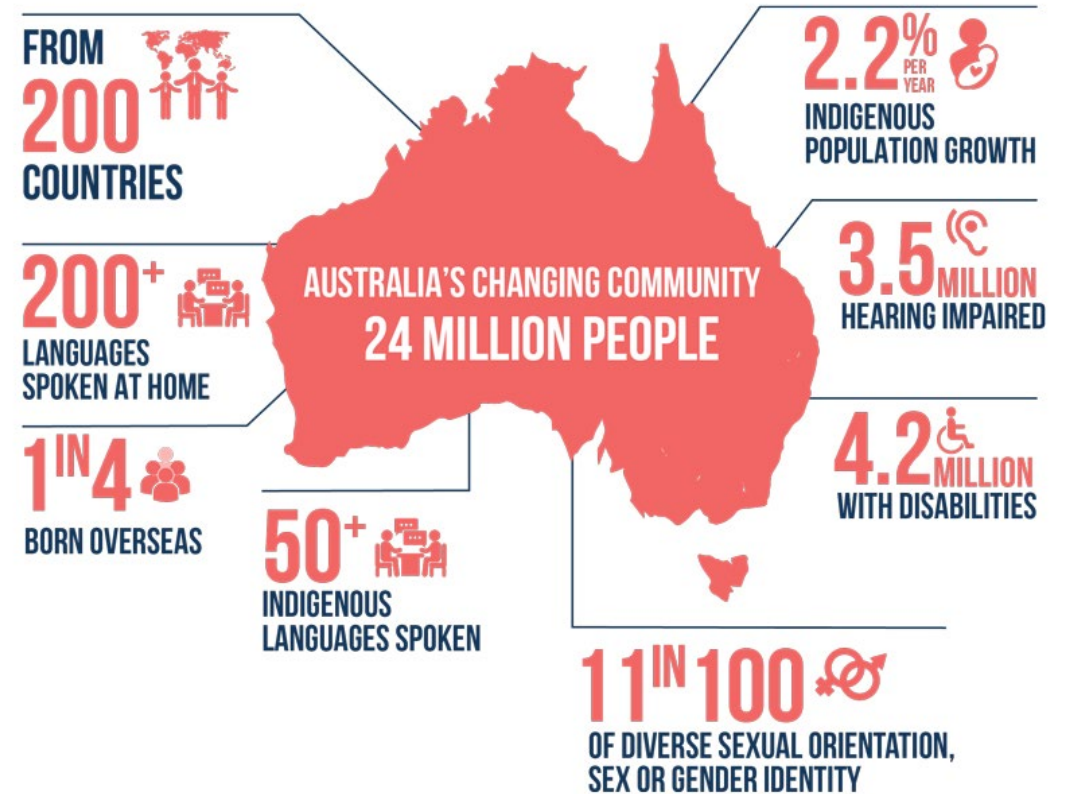
Almost 20% of people in Australia live with a disability, but only one in four of these participate in sport.



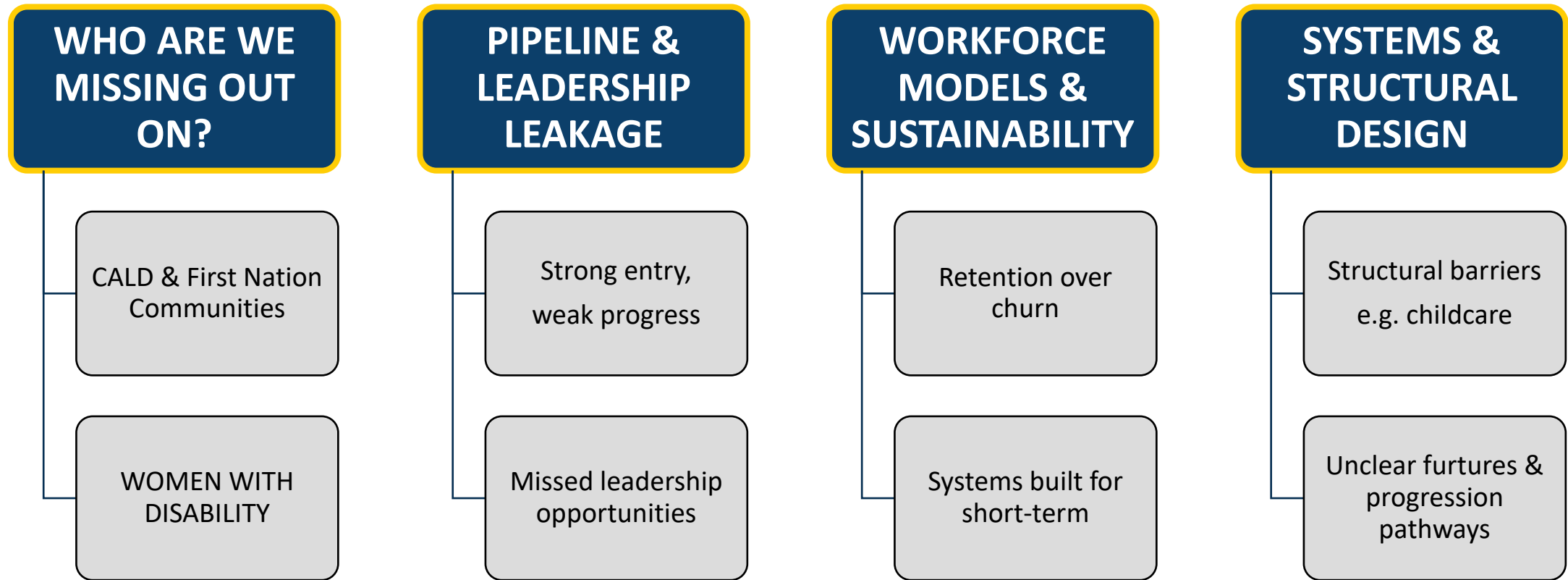
75% of Australians with disability want to take part in sport but feel there are limited opportunities.



10% of people with a disability {aged 18+} were involved in a non playing sport role at least once in 2022.



KEY BARRIERS TO PROGRESSION AND RETENTION

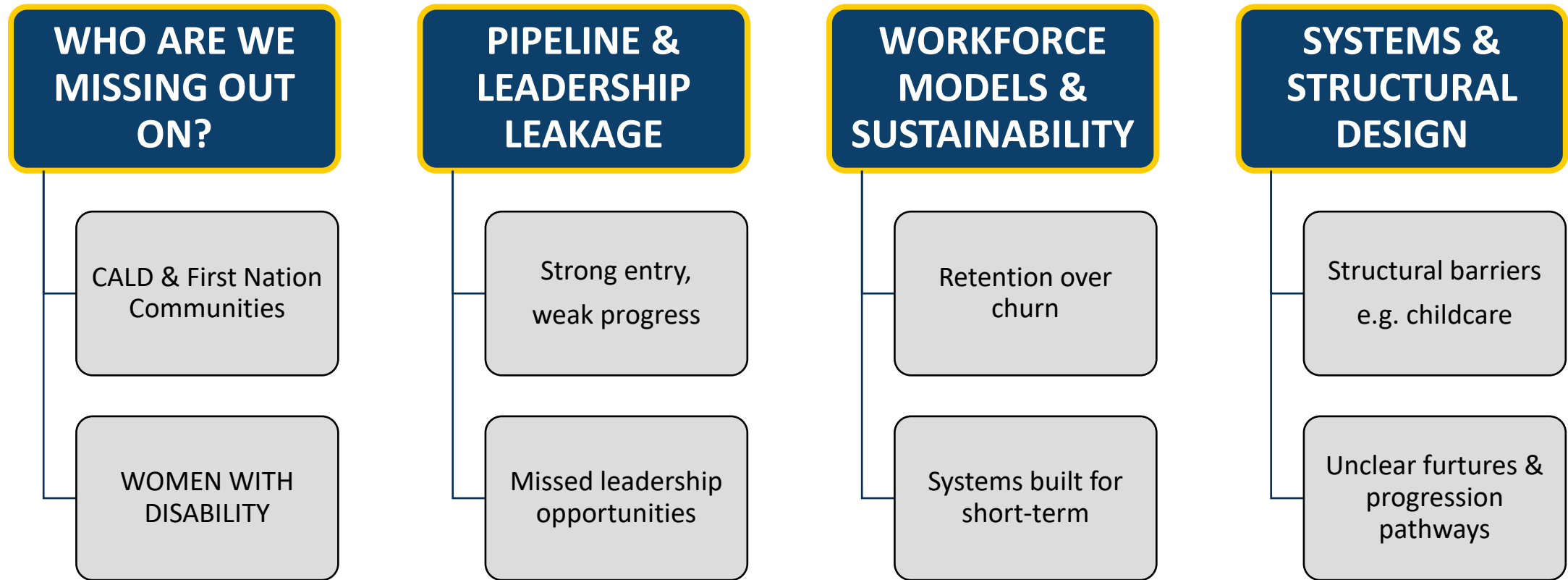


PIPELINE & LEADERSHIP LEAKAGE

- Women want to contribute to the industry
- Women are represented at entry and operational level
- Participation drop at key transition points – mid-career & leadership
- Lack of visibility of women who are in management/leadership roles
- Retention issue - Rather than a lack of ambition, capability or interest



KEY BARRIERS TO PROGRESSION AND RETENTION



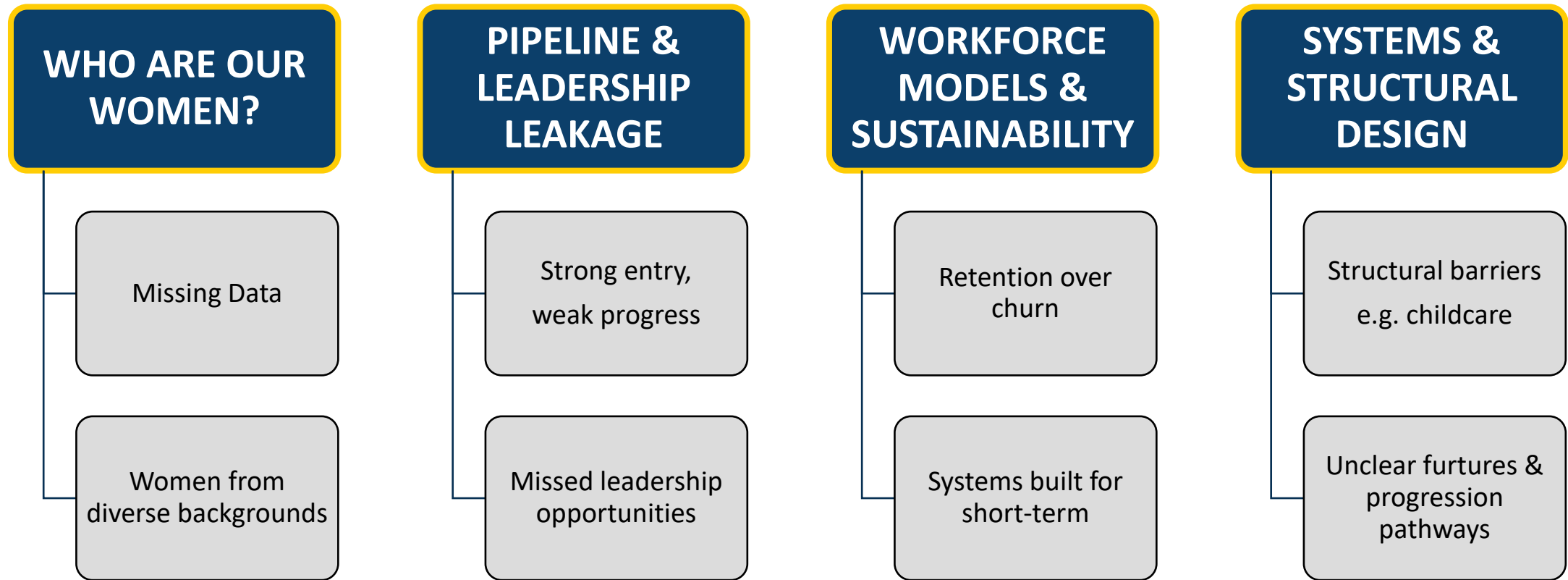
WORKFORCE MODELS & SUSTAINABILITY

Opportunity to evolve models to:

- Support long-term participation and progressional along seasonal mobility
- Shifting industry narratives beyond 'fun seasonal work' to include credible career pathways
- Accommodating a broader range of life stage, experiences and working styles



KEY BARRIERS TO PROGRESSION AND RETENTION



SYSTEMS & STRUCTURE DESIGN

- Structural barriers include:
 - Unclear pathways
 - Inflexible roles
 - Limited access to childcare
- Structural barriers are a key enabler that directly influence retention



WHAT WOMEN WANT

CLEAR & VISIBLE CAREER PATHWAYS

- What is available and how to progress

MENTORING

- Supporting our journey:
- 'you can be what you can't see!'

PROFESSIONAL DEVELOPMENT

- How to improve and develop

ALLYSHIP

- Continue building support & trust

SUPPORTIVE SYSTEMS

- Enabling long-term participation & engagement

CONNECTED INDUSTRY

- Creating safe environments of unity and respect



STORYTELLING

- Critical enabler
- Stories through imagery, language & everyday communication
- Stories of all women – operations, athletes, leadership, volunteers, workforce
- Effective storytelling is about clarity & connection



**Women of Winter
Wednesdays:
Courtney Hess**

For performance
psychologist Courtney Hess



**Women of Winter
Wednesdays:
Lauren Tomasi**



**Abi Spackman -
Women of Winter**

As the current General
Manager at Selwyn Snow
Resort, Abi Spackman didn't



**Women of Winter -
Rhylla Morgan**

Rhylla Morgan is the
Communications Manager
and spokesperson for Mt

WHAT SUCCESS LOOKS LIKE

- More women staying in the industry and progressing
- Stronger, balanced leadership pipelines
- A stable, capable workforce
- An inclusive culture & sense of belonging

**SUPPORTING WOMEN IS NOT JUST GOOD
PRACTICE –
IT IS ESSENTIAL TO A RESILIENT,
HIGH-PERFORMING, SUSTAINABLE INDUSTRY**

